



20 June 2017, HONG KONG – Emergenetics® Greater China has forged a strategic partnership with CSG Consultancy (www.csg-consultancy.com), which is the consultancy arm of Consumer Search Group (CSG), a Hong Kong-based market research firm and an organisation development consultancy that has been providing market research and organisation development solutions to clients in the Greater China region since 1982.

As a strategic partner, CSG Consultancy will be promoting the Emergenetics Profiling system and related solutions to its network of consultants and clientele, and embedding Emergenetics within its offering.

“We have experienced and found the Emergenetics Profile to be a powerful yet simple-to-understand and use tool in developing leaders to drive change and innovation, and for building a change-adaptive culture to sustain organisational growth. This reliable and valid tool dovetails neatly into our consulting practice,” says Peter Yip, CPLP, Founder and CEO of CSG Consultancy. “There is great synergy not just in the work of Emergenetics Greater China and CSG Consultancy, but also in the values and ethics we uphold. We are excited that we are able to bring even more value to our esteemed clientele through Emergenetics so as to give them a further competitive edge.”

“We are honoured and privileged to be selected by CSG Consultancy as a tool of choice for their consultancy solutions, and for them to promote within their network of professionals and clientele,” says Terence Quek, CEO of Emergenetics Asia Pacific. “As a market leader in the work they do, and a growing presence in Greater China led personally by Peter, an experienced and well-connected leader within the human resource, learning & development and organisation development communities. We are confident that this strategic partnership with CSG Consultancy will take us further, bringing Emergenetics to even more minds in Greater China.”

About Emergenetics Greater China

Emergenetics Greater China (EGGC) is the Greater China office of Emergenetics International, a global people and organisation development consultancy dedicated to realising the potential of people and organisations by revealing the way people prefer to think and behave. Since 1991, the company has provided solutions based on its proprietary psychometric tools developed following stringent professional standards. This includes the Emergenetics Profile, a scientifically valid and reliable tool that is simple and easy to use for enhancing self-awareness, communication, and interaction across many facets of life. EGGC is based in Hong Kong.

About CSG

CSG is a leading marketing research firm established in Hong Kong in 1982 offering comprehensive research services to clients in diverse industries. It is also a marketing research pioneer in Greater China. The company has further expanded from providing regional to global marketing research services through connection with the Win/Gallup International network. In 2013, CSG became a member of the INTAGE Group, the leading market research organisation in Japan and ranked 9th largest globally. In 2011, CSG set up CSG Consultancy with a team of 50 consultants to serve different corporate clients to re-define their company's business strategy, develop leaders to drive changes and innovation, and build a change-adaptive culture to sustain organizational growth. In 2017, CSG Consultancy offered an integrated SME Business Solution to SMEs in Hong Kong, covering CEO Interview, external market and social media analysis, internal company health check, company financial and credit analysis, and CEO coaching.



2017年6月20日，香港 - Emergenetics 大中華與精確市場研究中心集團 (以下簡稱「精確集團」) 的精確環球諮詢有限公司成為策略性伙伴。精確集團以香港為基地，自1982年始，為大中華區客戶提供市場研究及企業發展方案。

作為策略性伙伴，精確環球諮詢有限公司的顧問團隊將會為客戶提供Emergenetics分析報表系統及方案，以及其他Emergenetics相關專業服務。

精確環球諮詢有限公司創辦人及首席執行官葉海興先生表示：「我們體驗過Emergenetics，發現Emergenetics分析報表強效和容易理解，它可協助企業領袖推動變革和創新，建設持續改變的文化，讓企業不斷成長。可靠和有效的工具能巧妙地與我們的顧問業務銜接起來。」
「這協同作用除了幫助Emergenetics與精確環球諮詢的業務，更重要的是由於我們所秉持的價值和道德規範。對於能夠把更多的價值透過Emergenetics帶給我們的客戶，讓他們更有競爭力，我們感到十分興奮。」

Emergenetics亞太區首席執行官郭俊豪先生表示：「我們很榮幸獲得精確環球諮詢有限公司選擇Emergenetics成為他們的諮詢方案中所運用的工具，並在他們的顧問和客戶網絡推廣。」
「作為市場上的先鋒，以及他們在大中華的發展，加上葉海興先生在人力資源、學習與發展和企業發展領域均擁有資深經驗和廣泛網絡，在他的帶領下，我們深信與精確環球諮詢有限公司的策略性伙伴合作會為我們業務更上一層樓，將Emergenetics帶給大中華更多的服務對象。」

關於Emergenetics大中華

Emergenetics大中華 (EGGC) 是Emergenetics International在大中華區的辦事處。Emergenetics International是全球人力和機構發展顧問企業，致力透過揭示個人偏好如何思考和行為，實踐個人和機構的潛能。自1991年，企業透過具有嚴格專業標準作為研發背景的心理測量工具作為基礎，為客戶提供方案；工具包括Emergenetics分析報表－科學上有效和可靠並且簡單而易於應用的工具，在生活上不同層面提升個人醒覺、溝通和互動。EGGC的辦事處位於香港。

關於精確市場研究中心集團

精確市場研究中心集團 (CSG) 於1982年在香港成立，現為領先的市場研究公司，為不同類別的客戶提供綜合市場研究服務，同時是大中華的市場研究的先鋒。精確市場研究中心集團透過與Win/Gallup International網絡的連繫，由提供地區市場研究，進一步擴展至提供全球市場研究。於2013年，CSG成為全日本最大、並於全球第九大的市場研究機構－INTAGE Group的成員之一。於2011年，CSG成立CSG Consultancy，團隊內50位顧問為不同企業客戶提供服務，協助他們的客戶訂立商業策略、培育領袖以推動改革和創新，和建設持續改變的文化，讓企業不斷成長。於2017年，CSG Consultancy為香港中小企提供綜合的中小企業務方案，涵蓋首席執行官面試、對外市場推廣及社交媒體分析、對內企業檔案檢查和信貸分析，和首席執行官教練指引。